

FutureDentics, Inc., is a privately held corporation devoted to bringing patients and dentists together through its toll-free telephone number, 1-800-DENTIST®, and free dental referral website, 1800dentist.com. Every year, more than 4 million people from across the country contact 1-800-DENTIST to find a dentist who can meet their dental health needs at a location convenient for them. For the public, the service is FREE and is available 24 hours a day, 7 days a week. For dentists, the 1-800-DENTIST program is a membership-fee-based cooperative marketing program aimed at providing a consistent flow of new patients.

Its successful, multifaceted business strategy includes: nationwide advertising through television, and in Yellow Pages®; three online patient-dentist matching services (1800dentist.com, dentistry.com®, and DentalReferral.com) extensive public relations; and support of charitable organizations, dental schools and universities. For more information, visit **1800dentist.com**.

For more specific information, please contact: Nick Armstrong, Tradeshow Manager
Direct: (310) 215-6593 E-mail: narmstrong@1800dentist.com

DENTAL INDUSTRY & MARKETING EXPERTS LIST

Fred Joyal, Founder of 1-800-DENTIST and national TV spokesperson

Expertise: Dental Industry Marketing, Advertising, Consumer Perception of Dentistry, Oral Health Care in the U.S.

- Public perception of dentistry (what they think of it, why they should go)
- How consumers view the dentist and/or visiting the dental office
- The latest technology and innovations in the dental industry (from a consumer's perspective)
- Periodontal disease, oral cancer detection/treatment
- Diseases or health conditions that can be detected through the mouth
- Patient Bill of Rights and what patients should look for in a dentist
- GoAskFred.com — Interactive website for dentists with answers to marketing questions
- Blogging about dentistry, oral hygiene, the state of dental health in America and everything else under the sun at DentistLove.com
- Author of *Everything is Marketing: The Ultimate Strategy for Dental Practice Growth*, a guide to help every dentist take their practice from good to great

Ron Joyal, Chief Operating Officer

Expertise: Management & Sales

- The value of spending time **ON** your business
- Embodying the role of consultant rather than salesperson
- Customer service: the key to client retention and loyalty
- How to attract fee-for-service patients
- Referral tracking and management

Bret McAllister, Chief Technology Officer

Expertise: Business Applications; Website Development; Process Design, Control; Telephony; Systems Integration, Database Development; Infragistics Analytics

- CTI (computer telephony integration) in a call center environment
- Achieving end-user usability in Web and business application design
- Authentication for custom development using Active Directory by Microsoft®
- IT as the delivery mechanism for marketing
- Professional referral delivery, tracking and reporting

EXPERT RESOURCES IN RELATED FIELDS:

Stuart Goldfaden, Chief Financial Officer
Expertise: Finance, Accounting

Karen Bengtson, Vice President of Media
Expertise: Television Advertising, Media Buying

Steve Sorensen, Vice President of Operations
Expertise: Call Center Team Management, Call-Handling Scripting, Staff Training, Employee Turnover and Retention

Sarah Swidron, Director of Marketing
Expertise: Dental Marketing, Branding, Business Development

THE HISTORY OF FUTURE DENTICS, INC. / 1-800-DENTIST®

Future Dentics, Inc., is the privately held company behind the highly recognizable 1-800-DENTIST® brand, founded in 1986 by two innovative thinkers: Fred Joyal and Gary Saint Denis. Their mission was to develop a service to help people find a pre-screened, local dentist who could meet their oral health needs while simultaneously helping dentists grow their practices with new patients.

The 1-800-DENTIST service was launched in Los Angeles with just 18 member dentists and a \$30,000 monthly advertising budget. By the end of their first day in operation, Fred and Gary had matched more than 50 people to that small group of dentists. It became clear that day that they were on to something big. The formula was simple: bring on more dentists as members of the program, spread the message about the importance of oral health care and match consumers with dentists who meet their needs.

Since the beginning, one of the company's primary goals has been to educate the public by promoting the importance of dental care, encouraging consumers to visit the dentist on a regular basis and introducing the latest innovations in dental technology. As the years went by, the company was able to add more dentists in neighboring states, eventually expanding all the way to the East Coast.

In 2004, the campaign "A Great Dentist Can Change Your Life™" marked an historic moment in the company's history through the introduction of 1-800-DENTIST CEO Fred Joyal as its official commercial spokesperson. This remains true today. The 2006 campaign, "We Take Every Smile Personally™" gave way to the launch of a Spanish version of its flagship service that is being promoted to the public through Spanish language TV commercials. The 2008 "Seriously. It's Time.®" campaign is centered on the most common reason for not visiting the dentist — procrastination.

1-800-DENTIST provides people with options for finding a dentist conveniently, 24 hours a day, 7 days a week. Consumers can conduct a search online at 1800dentist.com or call the toll-free number to speak with a professionally trained matching specialist who will listen and find them a dentist based on their individual criteria. Today, 1-800-DENTIST operates nationwide, representing thousands of member dentists with commercials airing over 10,000 times a month in every major media market across the country.

LOOKING TOWARD THE FUTURE

1-800-DENTIST remains committed to revolutionizing the business of matching patients with dentists and helping dental practices thrive. The company is continually developing new programs, campaigns and benefits to further promote the importance of oral health care in the U.S.

FACT SHEET

- Every year, more than 4 million people from across the country contact 1-800-DENTIST to find a dentist who can meet their dental health needs at a location near them.
- Consumers can find a screened dentist by calling the toll-free 1-800-DENTIST phone number or by visiting **1800dentist.com**, 24 hours a day, 7 days a week, every day of the year.
- 1-800-DENTIST is a strong advocate for promoting the importance of dentistry and encouraging consumers to visit the dentist on a regular basis. This message is relayed through high-quality TV commercials airing over 10,000 times each month across the nation.
- Dentists who apply for membership with 1-800-DENTIST must pass an extensive screening and evaluation process that includes obtaining proof of appropriate levels of malpractice insurance coverage and contacting the State Board of Dental Examiners or Board of Dentistry to ensure licenses are in good standing. 1-800-DENTIST periodically reviews this information to ensure these standards are continuing to be met.
- The Quality Assurance department monitors patient feedback, sending out an e-mail survey immediately after the match, then following up to ensure the consumer's continued satisfaction.
- The needs of the consumers are carefully considered and matched with member dentists according to specific criteria. During the patient's call to 1-800-DENTIST, they are linked to a dental office through the 1-800-DENTIST *Direct Connect* process, which enables patients to speak directly with their new dental office and make an appointment.
- Dentists join 1-800-DENTIST to connect with new patients and increase the growth of their practices. 1-800-DENTIST has directly generated over \$1 billion dollars in dental production for its members.
- 1-800-DENTIST owns and operates 800 Marketing, an in-house, end-to-end marketing and media buying group with annual national media spending of \$20 million.
- The 1-800-DENTIST brand was ranked in the top 1,500 of "America's Top 2,000 Brands" by *Brandweek* magazine in 2005, 2006 & 2007.
- The privately held company currently employs approximately 250 people at its 33,000 square-foot headquarters in Los Angeles, California.
- 1-800-DENTIST holds the internal marketing brand Patient Activator® that helps dentists tighten recall through a mixed-media strategy of consistent communication.
- GoAskFred.com is a B2B site exclusively for dentists to help them answer questions they have about marketing their own practice. Dentists can e-mail questions directly to CEO & Co-Founder Fred Joyal.
- In April 2009, CEO & Co-Founder of 1-800-DENTIST Fred Joyal wrote *Everything is Marketing: The Ultimate Guide for Dental Practice Growth* which received critical and industry praise.
- Fred Joyal can currently be found in the blogosphere at DentistLove.com.

F.A.Q.

What is 1-800-DENTIST?

1-800-DENTIST is a free service that matches consumers with dentists in their local area. For dentists, 1-800-DENTIST is a membership-fee-based cooperative marketing program aimed at providing them with a consistent flow of new patients. 1-800-DENTIST also provides complete marketing support for dentists, including internal marketing, Web design, free marketing consultations and a regular series of informative Webinars led by leaders in the dental industry.

How many people utilize the 1-800-DENTIST service?

1-800-DENTIST is contacted by more than 4 million people annually through its memorable phone number and its popular website 1800dentist.com.

Does the public get to choose from a list or directory of dentists?

People who contact 1-800-DENTIST are not provided with a list of dentists from which to choose, nor are they quoted fees. The professionally trained matching specialists gather comprehensive information from each person in order to match them with a 1-800-DENTIST member in the most convenient location who can meet their dental health needs.

How does 1-800-DENTIST promote the importance of dental care?

1-800-DENTIST is a high-profile advertiser that is recognized for continually educating the public about the importance of dental care and encouraging people to visit the dentist on a regular basis. This key message is relayed through high-quality TV commercials airing over 10,000 times each month across the nation, on the Web at 1800dentist.com, as well as on the radio and in the Yellow Pages.

Can just any dentist sign up to become a member of 1-800-DENTIST?

Dentists who apply for membership with 1-800-DENTIST must pass an extensive screening and evaluation process. This includes obtaining proof of appropriate levels of malpractice insurance coverage and contacting the State Board of Dental Examiners or Board of Dentistry to ensure licenses are in good standing. Most importantly, the Quality Assurance department monitors patient feedback and conducts periodic reviews to verify that these standards are continuing to be met. This process is intended to uphold 1-800-DENTIST's commitment to the public and to ensure that all members of the program are in good company.

Why would a dentist join 1-800-DENTIST?

1-800-DENTIST was designed to attract new patients to dental practices at any stage of development. Whether a dentist is opening a new practice, expanding with an additional location, adding an associate or planning a retirement strategy, 1-800-DENTIST can increase the practice's patient base, ensuring that their development goals can be achieved. 1-800-DENTIST has a marketing program that fits every practice. The 1-800-DENTIST Marketing Consultant team is a highly trained group who specialize in building a specific program for each individual office, whether that is with internal or external marketing. 1-800-DENTIST has a program fit for every dentist.

Is everyone who contacts 1-800-DENTIST matched with a dentist?

Consumers who call 1-800-DENTIST or visit 1800dentist.com are screened for location, dental need and method of payment. Each member dentist provides 1-800-DENTIST with a profile that provides extensive details about their practice such as office hours, location and available procedures. To ensure a suitable dentist-to-patient match, the 1-800-DENTIST operators use these profiles to select dentists who meet the individual needs and other criteria communicated by the caller. However, because not every dentist is a member, 1-800-DENTIST does not always have a dentist who meets the specific needs of every caller.